

Jefferson Avenue Enhancement Project

City of Rochester

South Plymouth Avenue to West Main Street







Jefferson Avenue Revitalization Plan

1. Organization & Social Capacity Building
2. Streetscape Enhancements
3. Focus Investment Strategy
4. Housing
5. Public Safety
6. Business / Development Assistance Program
7. City Greening Initiative
8. Community Health



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Jefferson Avenue Enhancement Project

Project Funding

- \$950,000 - Congresswoman Slaughter's Office
- \$1,600,000 - City of Rochester
- \$294,000 – Federal Highway Maint. Funds
- Total Funding = \$2,844,000



Jefferson Avenue Enhancement Project

Project Schedule

| | |
|---------------------------------|-------------|
| Utility work begins | Spring 2010 |
| Design complete (Currently 50%) | Spring 2010 |
| Final Public Meeting | June 2010 |
| Bid Project | July 2010 |
| Begin construction | August 2010 |
| Construction complete | Summer 2011 |



Jefferson Avenue Enhancement Project

What is the Project?

- Street Rehabilitation
- Streetscape Enhancement







Jefferson Avenue Enhancement Project

Street Rehabilitation Elements



Basic Project Elements

New Pavement



Basic Project Elements

New Sidewalks in Commercial Core



Basic Project Elements

Repair Hazardous Sidewalks Outside Core



Basic Project Elements

ADA Compliant Sidewalk Ramps



Jefferson Avenue Enhancement Project

Streetscape Enhancements
Included in Base Project



Basic Project Elements

Specialty Crosswalks



Basic Project Elements

Specialty Concrete Along Curb

Existing

Proposed



Street Trees



Basic Project Elements

Uniform Decorative Lighting

Existing



Proposed

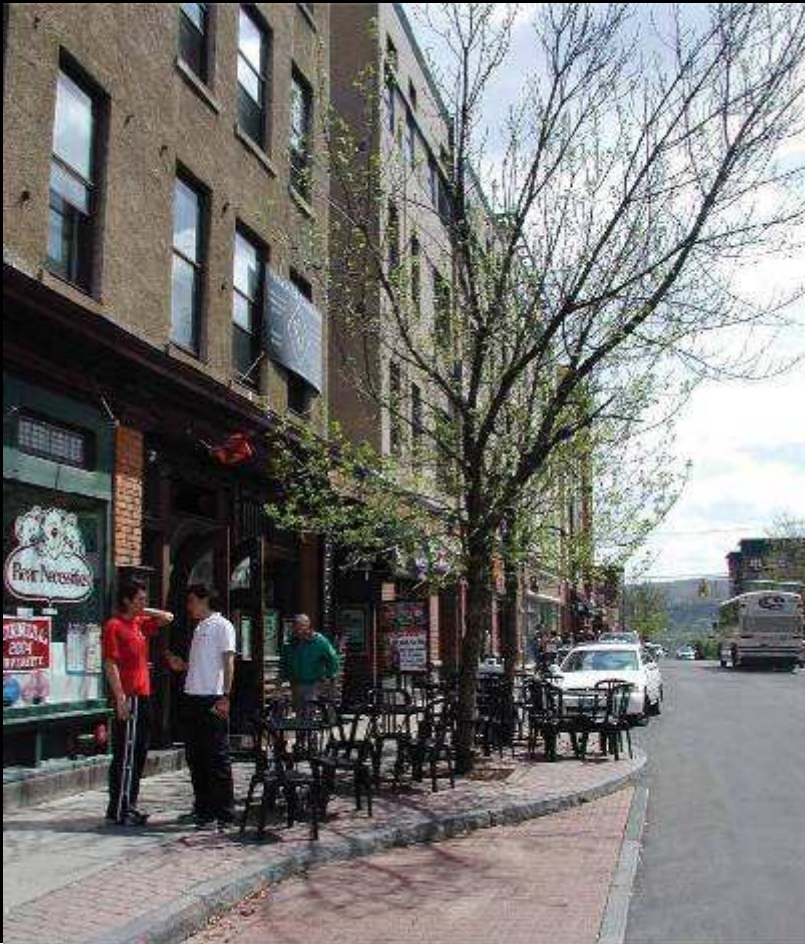


Jefferson Avenue Enhancement Project

- Additional Enhancement Budget = \$100,000
 - Bumpouts
 - Gateway Treatments
 - Banners
 - Benches
 - Bicycle Racks
 - Recognition Plaques



Bumpouts



Gateways



Gateways



Light Pole Banners



Light Pole Banners



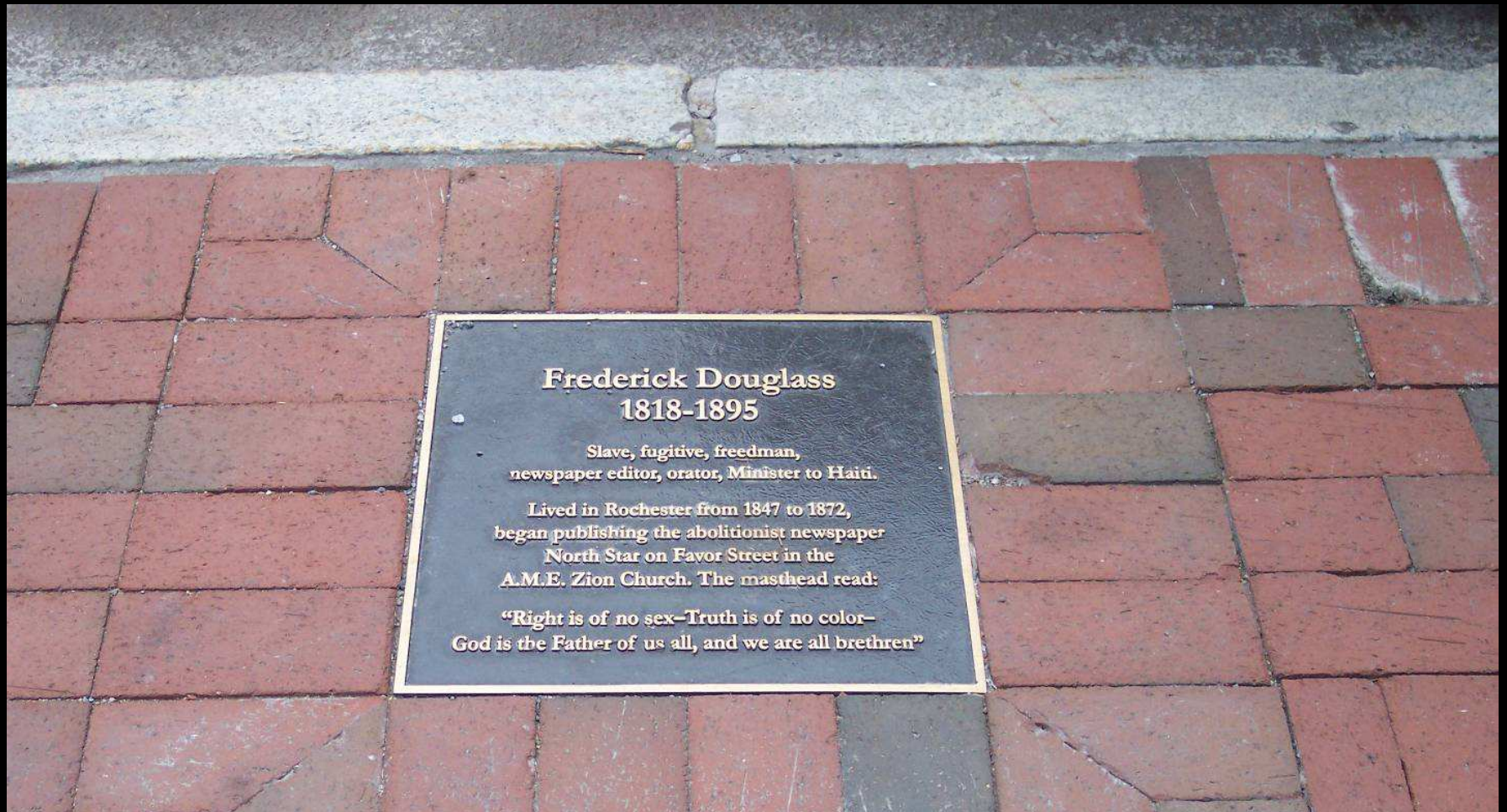
Benches



Bicycle Racks



Recognition Plaques



Comment Card

| Enhancement | Cost per Enhancement | Desired Location / Comments | Number you would buy | Total Cost |
|-----------------------|---------------------------|-----------------------------|----------------------|------------|
| Bumpouts | \$50,000 per intersection | | | |
| Gateway Columns | \$10,000 per column | | | |
| Solid Gateway Banners | \$2,000 per banner | | | |
| Fabric Banners | \$2,000 per banner | | | |
| Bicycle Racks | \$1,000 each | | | |
| Recognition Plaques | \$2,000 each | | | |
| Benches | \$2,000 each | | | |
| | | | Total Cost: | \$100,000 |



Jefferson Avenue Enhancement Project

Summary of Comments

1. Improve Lighting
2. Banners
3. Benches (majority mentioned having them near bus stops)
4. Gateway Treatments
5. Recognition Plaques (many mentioned recognizing Willie Lightfoot)
6. Bike Racks and Bump-outs were mentioned by a few



Jefferson Avenue Enhancement Project

Additional Agency Coordination

- Water Bureau
- RGRTA
- Rochester Police Department
- Rochester City School District
- Monroe County DOT
- Jefferson Avenue Business Owners



Jefferson Avenue Enhancement Project

Streetscape Enhancements



Jefferson Avenue Enhancement Project

Summary of Comments

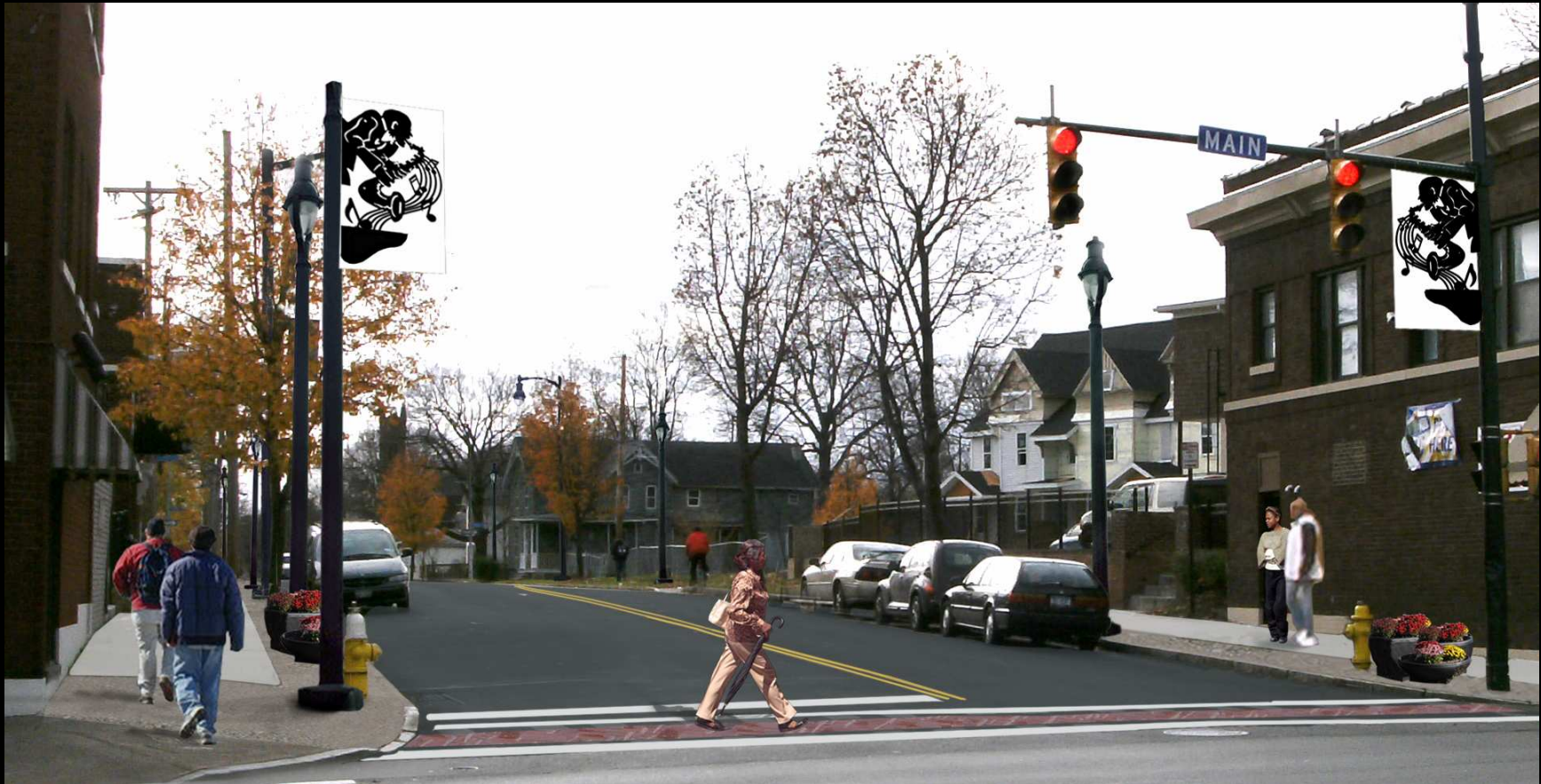
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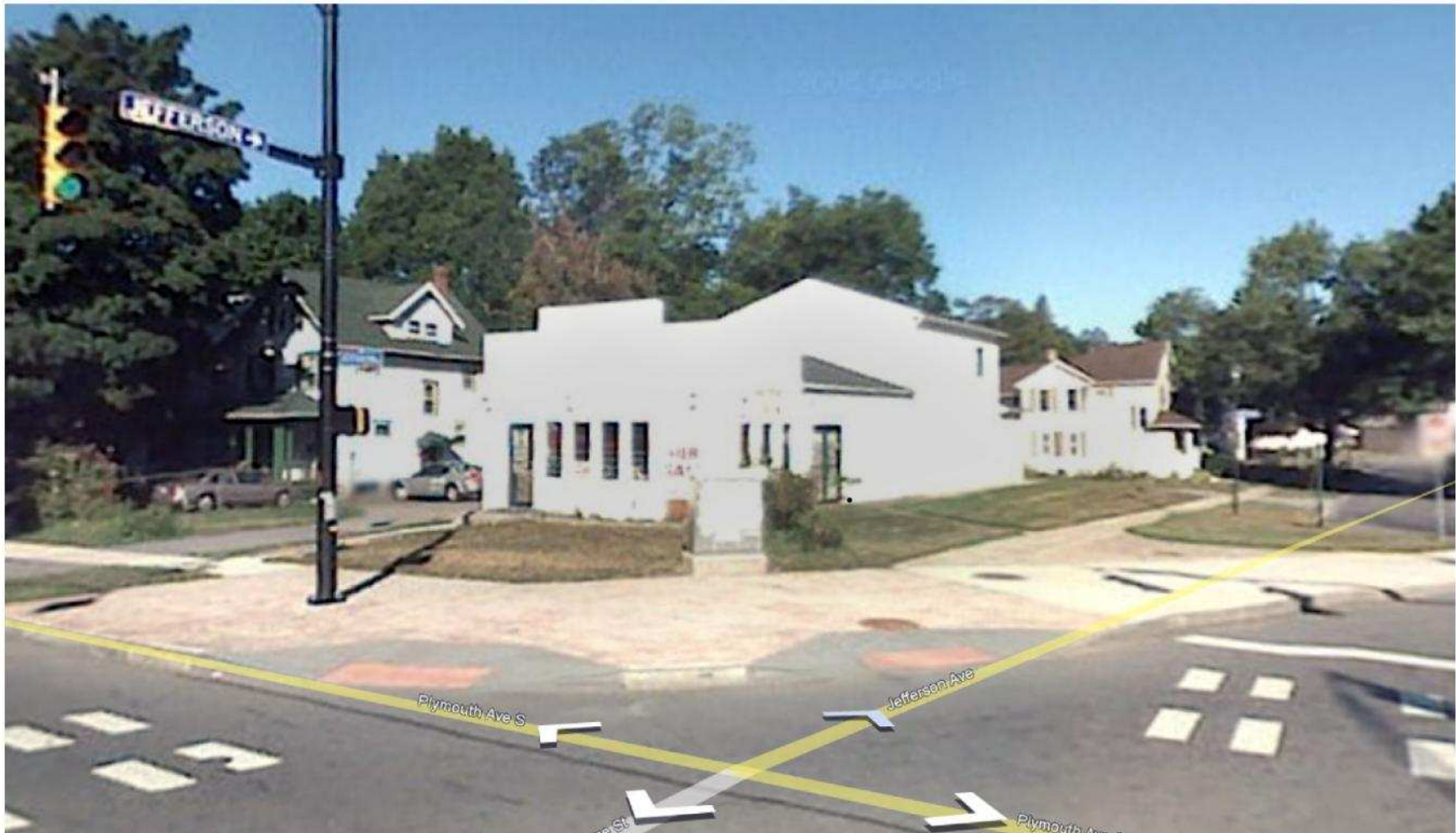
Banner Concept



Banner as Gateway



Existing Conditions



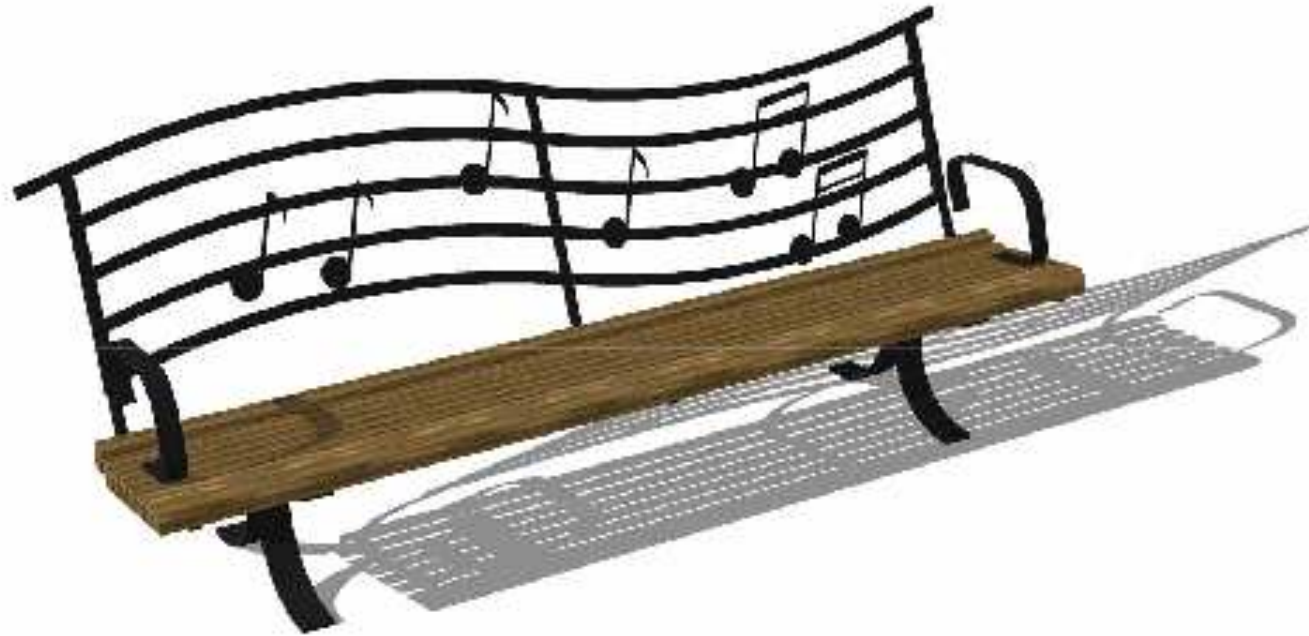
Gateways



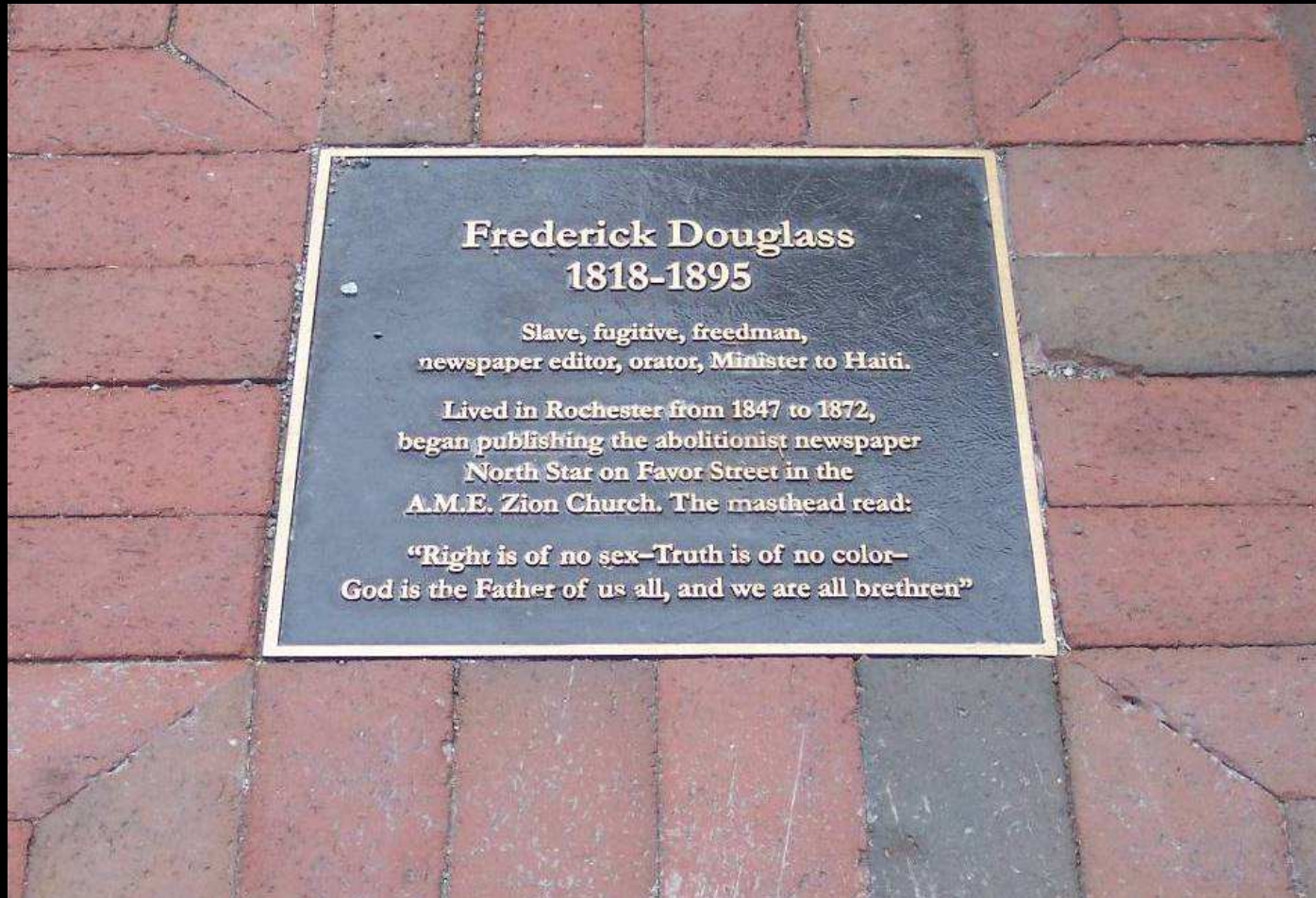
Gateways



Musical Themed Bench



Commemorative Plaques



Reed Residence (c. 1922)



MacGrady Grocery (c. 1913)



Local Kids (c. 1910)



Trolley Line (c.1929)



Jefferson Avenue Enhancement Project

Lighting

RGE to replace old & leaning wood utility poles

Main to Bartlett

Magnolia to Plymouth

RGE will be removing all wood utility poles

Bartlett to Magnolia



Jefferson Avenue Enhancement Project

- Existing Light Levels:
 - Sidewalk outside Trinity Emmanuel Pres. Church = 0.5 foot candles (fc)
 - Columbia Intersection = 2.5 fc
- Existing Distribution is Poor
 - Bright at intersections, dark between intersections
 - Most sidewalks are dark
 - Sidestreets are dark



Jefferson Avenue Enhancement Project

- Proposed Light Levels:
 - 1.75 foot-candles in Commercial Core
 - 1.25 foot-candles in other areas
 - 43 Percent Increase
- Proposed Distribution Uniform Throughout Corridor
 - 300 Percent Improvement
 - Consistent light between intersections



Basic Project Elements

Uniform Decorative Lighting

Existing



Proposed



Jefferson Avenue Enhancement Project

Pedestrian Level Lighting

- Commercial Core
(Champlain St to Flint St)
- A Portion of the Focus Investment Strategy Area
(Main St to Troup St)





Jefferson Avenue Enhancement Project

Pedestrian Level Lighting Facts

- Increase in light levels is perceived
- **DOES NOT** increase light levels



Jefferson Avenue Enhancement Project

Pedestrian Level Lighting Costs

| | |
|--------------------------------|-----------|
| Base Cost of Lighting | \$300,000 |
| (no pedestrian level lighting) | |

Pedestrian Lighting included in Project

- | | |
|-------------------|----------|
| • Commercial Core | \$25,000 |
| • Main to Troup | \$10,000 |

Additional Pedestrian Level Lighting

- | | |
|----------------------|----------|
| • Flint to Plymouth | \$25,000 |
| • Troup to Champlain | \$35,000 |



Jefferson Avenue Enhancement Project

- Pillars Update
 - Willie J. Lightfoot : County Legislature, District 27



Summary



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Questions

- Please state your name and relation to the project
 - (business owner, resident, elected official, etc.)
- Open House will continue after presentation

